

10209-00007
PATENT

a server coupled to said control unit and comprising a consumer generated data base for storing information relating to consumers, a marketer data base for storing information to be reviewed by consumers, and a processor programmed to:

receive consumer generated data sets from consumers, said consumer generated data sets controlled by the consumers, each consumer generated data set including a set of individual characteristics, though refusing a name, an address, and a social security number entry for the consumer, said processor further programmed to download said consumer generated data sets into said consumer generated data base;

receive information from marketers, said information controlled by said marketers, said processor further programmed to download said marketer generated data into said marketer data base;

said processor further programmed to compare said marketer generated data to each said consumer generated data set and if said marketer generated data is identified as matching one or more said individual characteristics of said consumer generated data sets, designating said marketer generated data for being communicated to the consumer.

Remarks

The Office Action mailed June 21, 2002, and made final, has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1-17, 19-26, and 28 are pending in this application. Claims 1-17 and 19-28 stand rejected. Claim 27 is cancelled.

The rejection of Claims 22-26, and 28 under 35 U.S.C. § 102(e) as being anticipated by Goldhaber et al. (U.S. Patent No. 5,855,008) is respectfully traversed.